vii)   The practical or managerial implications of the study's findings should be highlighted where appropriate.

Abstract must be bilingual. For a thesis written in Bahasa Melayu, the abstract must first be written in Bahasa Melayu and followed by the English translation. If the thesis is written in English, the abstract must be written in English and followed by the translation in Bahasa Melayu. The abstract should be brief, written in one paragraph and not exceed one (1) page. An abstract is different from synopsis or summary of a thesis. It should states the field of study, problem definition, methodology adopted, research process, results obtained and conclusion of the research. The abstract can be written using single or one and a half spacing. Example can be seen in Appendix 1 (Bahasa Melayu) and Appendix J (English).

AN EXAMPLE ASBTRACT

Abstract: (i) Most research on business relationships and networks concentrates on social bonds, such as trust and commitment. Little research considers technical bonds and how they interact with social bonds within a relationship. (ii and iii) Thus, this research investigates how technical bonds of information technology link with social bonds in the relationship between two organizations in a business system, in particular, between a franchisor and franchisees within a franchise system. (iv) First, a conceptual framework of the structure of a relationship between business alliance partners was synthesized from the business-to-business marketing literature. Then Australian franchisors were surveyed about the effects of their investments in information technology upon their franchisor-franchisee relationship. Structural Equation Modeling techniques were used to analyzed data. (v) The results provided support for the conceptual framework, with the franchisor's increased technical competence from information technology improving the social bonds in a relationship but those bonds being secondary to further technical investment. (vii) An implication for managers is that investments in information technology operate through the social bonds within their business. (Adapted from Perry, Cavaye and Coote (2002:75); 178 words)